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first output means for outputting the image signal received by said receiving means to a display;

extracting means for extracting electronic program guide information (EPG) added to the image signal received by said receiving means;

alteration means for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

second output means for outputting the EPG altered by said alteration means to said display.

Claims 2 and 3 (canceled).

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8. (Twice Amended) A receiving method for receiving an image signal transmitted from a transmitting end by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said receiving method comprising:

a receiving step for receiving said image signal;

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a first output step for outputting the image signal received in said receiving step to a display;

an extracting step for extracting electronic program guide information (EPG) added to the image signal received in said receiving step;

an alteration step for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of

broadcasting stations; and

a second output step for outputting the EPG altered in said alteration step to said display.

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9. (Twice Amended) A transmission medium for transmitting a computer program used in a receiving apparatus for receiving an image signal transmitted from a transmitting end by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said computer program comprising:

a receiving step for receiving said image signal;

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a first output step for outputting the image signal received in said receiving step to a display;

an extracting step for extracting electronic program guide information (EPG) added to the image signal received in said receiving step;

an alteration step for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

a second output step for outputting the EPG altered in said alteration step to said display.

10. (Twice Amended) A receiving apparatus for holding a computer program and using said computer program to receive an image signal by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said computer program comprising:

a receiving step for receiving said image signal;

a first output step for outputting the image signal received in said receiving step to a display;

an extracting step for extracting electronic program guide information (EPG) added to the image signal received in said receiving step;

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an alteration step for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcaster such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

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a second output step for outputting the EPG altered in said alteration step to said display.

11. (Twice Amended) A transmitting apparatus for transmitting an image signal to a receiving end, said transmitting apparatus comprising:

first generating means for generating said image signal;

second generating means for generating electronic program guide information (EPG);

third generating means for generating information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

adding means for adding said EPG generated by said second generating means and said information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated by said third generating means, to said image signal generated by said first generating means; and

transmitting means for transmitting to the receiving end the signal obtained by adding

1 said EPG and said information representing the first broadcasting station to said image signal.

12. (Twice Amended) A transmitting method for transmitting an image signal to a receiving end, said transmitting method comprising:

a first generating step for generating said image signal;

a second generating step for generating electronic program guide information (EPG);

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a third generating step for generating information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

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an adding step for adding said EPG generated in said second generating step and said information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to the receiving end the signal obtained in said adding step by adding said EPG and said information representing the first broadcasting station to said image signal.

13. (Twice Amended) A transmission medium for transmitting a computer program used in a transmitting apparatus for transmitting an image signal to a receiving end, said computer program comprising:

a first generating step for generating said image signal;

a second generating step for generating electronic program guide information (EPG);

a third generating step for generating information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

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an adding step for adding said EPG generated in said second generating step and said information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to the receiving end the signal obtained in said adding step by adding said EPG and said information representing the first broadcasting station to said image signal.

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14. (Twice Amended) A transmitting apparatus for holding a computer program and using said computer program to transmit an image signal, said computer program comprising:

a first generating step for generating said image signal;
a second generating step for generating electronic program guide information (EPG);
a third generating step for generating information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

an adding step for adding said EPG generated in said second generating step and said information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to a receiving end the signal obtained in said adding step by adding said EPG and said information representing the first broadcasting station to said image signal.